Main Street Monday!

SHOW YOUR LOVE FOR SMALL BUSINESSES

#SHOPSMALL

FOUNDING PARTNER

See page 5 for 2017 Retail trends!

Preservation50
1963-2013
OUR LEGACY, OUR FUTURE

Independent retailers across the country had many things to be thankful for at the close of Thanksgiving weekend. This year, an estimated 112 million consumers reported shopping from small businesses on Small Business Saturday. These numbers are a 13 percent increase from 2015, according to survey results from the National Federation of Independent Business (NFIB) and American Express.

The retail holiday saw record levels of support from communities and local organizations in 2016. More than 6,700 neighborhoods rallied local businesses and hosted events in their communities. This was an increase of 63 percent from last year, the survey found.

While it is still early, I think the above logo would be a great one to use for a February "Love Your Downtown" campaign across the Kentucky Main Street network of communities.

Main Street America members can log in to view a recording of the recent "Applying for Federal Funding: A How-To Guide for Main Street Leaders" webinar, presented by Nancy Pope. Pope, an expert fundraiser with decades of experience working with federal grants, shares tips and best practices to help you navigate the federal fund application process and requirements.

Log in to watch it now: http://www.mainstreet.org/.../Applying-for-federal-funding.ht…

Recently I sent you info on a Heritage Ohio webinar and mentioned you could join for $25. That was not the cost of the webinar, but the cost of a yearly membership to Heritage Ohio. They have a lot of webinars during the year for members and other resources for members. Sorry for the confusion.

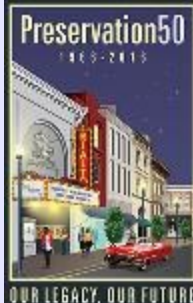Mark you Calendars!!!!
KYMS Winter Conference

February 15-16, 2017
Frankfort, Kentucky

Feb. 15th Day at the Capitol

Rooms are reserved at the Capital Plaza Hotel - group name Kentucky Main Street/ Code is 2287

Rooms will be held until Feb. 8th! Call 502-227-5100

More information about the conference and registration will be coming in January.

Tips for Grant writing are included on the last three pages.

We had a presentation regarding this in 2015, but we thought it was good to share again!

The National Park Service (NPS) presents **Tax Credit Tuesday:** We're hosting a 101 level webinar about #HistoricTaxCredits on December 21. In one hour, learn the basics about the program, which buildings are eligible, and how to apply.

Learn more and sign up at https://www.nps.gov/tps/education/webinars.htm

when you buy from a small business an actual person does a little happy dance

LaGrange, KY   Sometimes the contrast of a
black and white photo makes for a nice change.
Below LaGrange in color courtesy of Barbara
Manley.

Light Up LaGrange 2016

The window above was used in a
Kentucky Lottery commercial.

Some of you may not know that LaGrange has a train
that runs down the middle of Main Street!

Scenes from Maysville Main Street.

Mayor David Cartmell seems pretty taken with the Star Wars character.

Covington recently participated in Bourbon & Bacon! Love their marketing materials! Notice their Shop Small info too!

SHPO, Craig Potts and Main Street Coordinator, Kitty Dougoud spent some time in Paintsville and Pikeville yesterday. In Paintsville they looked at the Sipp Theater with director Bonnie Porter and met with the Impact Award winners. Later they attended the ribbon cutting of the York House in Pikeville and spent time with director, Minta Trimble.   More photos on page 8

This Pineville Main Street fundraising event is 3 table away from being sold out!

Christmas with Jade, Dec. 16th 7:00-8:00 pm at the Palace, downtown Middlesboro

Mayor Roddy Harrison has another video out about his town, Williamsburg. Check it out and share with your Mayor, anyone could make one including the Main Street director –hint/hint

http://www.elocallink.tv/m/v/player.php?pid=Q4xx5Bx62

Christmas started off a high note in downtown Winchester!

Love the new banner in downtown Frankfort!
A modernized reproduction of a vintage Frankfort postcard! Thank you to the Tourism Commission, Joy Jeffries, Twina Keeton, Gene Burch for the design and Will Crumbaugh for making Eris Whisman's idea a reality.

The 12 Days of St. Nich Christmas Fest - 2016

1

Paint-the-Town Banner Auction

The Second Annual Paint the Town Banner Auction will be held at 2:30 p.m. on Saturday, December 10th during the St. Nich Festival. Banners will be auctioned off at the Courthouse 2nd Floor. The minimum bid will be $25.00. Be sure to stop by and bid on one-of-a-kind art work.

Nicholasville Main Street sells the banners that adorn their streets during the summer as a winter fundraiser that allows them to do it all again next year!

When big box stores were downtown! Courtesy of Main Street Winchester.

I can not think of a better time to be in Main Street.

People and businesses long for the connection that Main Street provides. They are looking for quality of life and personal experiences more than ever before (I personally think technology has played a part in this as they lack face to face real communication!). Main Street offers your communities authentic experiences that are unique to your town. As I look at all the holiday happenings, they are all so different, but all wonderful and speak to what sets you apart

So what's coming? Here are some trends from Vend. check it out and get a free whitepaper, Prepare for the future of shopping to share with your businesses.
https://www.vendhq.com/university/retail-trends-and-predictions-2017

Here is an abbreviated list.

1. Retailers who promote product quality, transparency, & sustainability will flourish.
2. Stores providing unique in-store experiences will thrive.
3. Retailers across the board will adopt mobile payment solutions.
4. Smaller stores are in; larger stores are out.
5. Personalization will become increasingly important to consumers.
According to an Accenture Interactive study, "56% of consumers are more likely to shop at a retailer in store or online that recognizes them by name."
6. Same-day shipping will become more prominent.
7. Retailers will continue to invest in omnichannel. Things like Facebook, mobile apps etc.
8. Retailtainment will pervade the industry. The fusion of retail and entertainment.
9. Data will continue to be a significant component of retail success
10. Specialty stores will be more productive than department stores
11. Retailers will turn to apps, services, and third parties to fulfill the needs of modern shoppers.
12. Retail and technology will become even more inseparable.

What does this mean you ask. Pop-Ups are popping up all over to great success, do the math. From Covington to Williamsburg, this is a great way for many to decide if bricks and mortar are in their future and have proven to be highly successful!
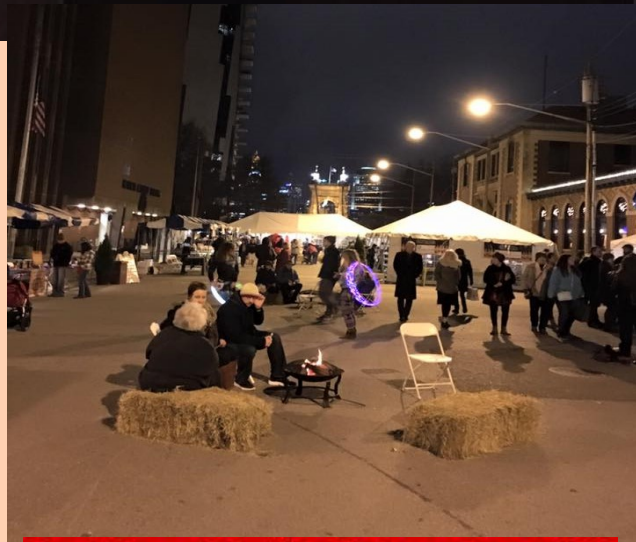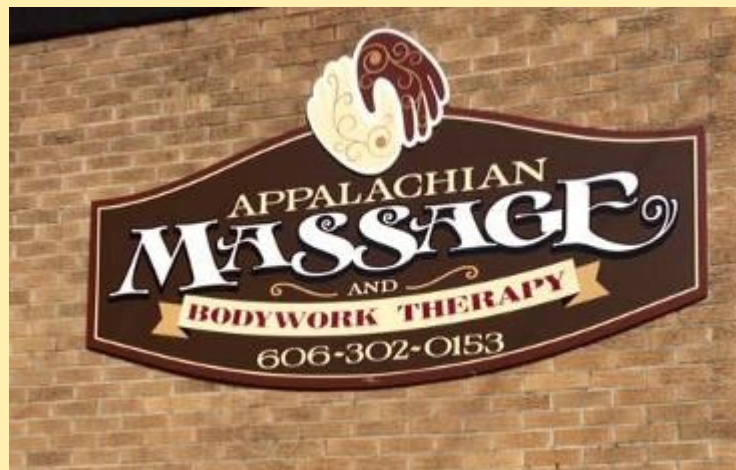
We missed it, but what a great and fun idea that could be done in any community next year!

Another mural going up in Covington!

For 2017 we would like to highlight the new businesses in your Main Street communities. Please send us a photo and the name and address to celebrate economic vitality in our towns. This new massage business is located in downtown Pineville! (Wish they were there in Oct. we could have all had one) Deux Cousines is now open in downtown Guthrie!


Pikeville's Second Street was all a glow thanks to Minta and Pikeville Main Street! If you look at the bear who is about 5 feet you can see how impressive this is. We loved the package and the gift tag! It is covering the utility box outside. What a great idea!!!

And a shout out to Mikey's Menagerie who has been in business for 28 years! She has changed her business model over the years which has allowed her to be a huge success!

Downtown Paintsville decor

THANKS
FOR VISITING
WITH US DOWNTOWN
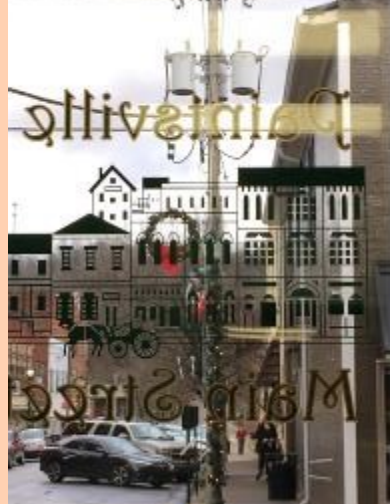
The View from the Main St. office

We found the man in black, Johnny Cash downtown.

A ghost sign is hidden between two buildings near Johnny Cash.

Antique children's items from long ago Christmases.

The York House before and after! This was close to the landfill and with Minta's tenacity it was saved. I am particularly fond of the multi paned window as that was my part of restoration. Everyone should learn to repair wood windows. It was a great experience and I am sure Vicki Goode and Donna Logsdon would say the same!

A new opportunity for you!!!!

NTCIC to Bring New Investment Dollars to Main Street

The National Trust Community Investment Corporation (NTCIC), a subsidiary of the National Trust for Historic Preservation, was recently awarded an allocation of $65 million in New Markets Tax Credits (NMTC) from the CDFI Fund of the U.S. Treasury. This means that NTCIC will again have the resources to bring New Markets Tax Credit dollars to historic rehabilitation projects across the country.

Especially relevant to Main Street America is NTCIC's commitment to prioritize smaller, Main Street scale rehab projects, specifically those that are less than $2 million in project costs. If you have a historic commercial building in need of rehabilitation in your Main Street, consider NTCIC's Main Street Small Deal Fund (MSSDF) as a source of tax credit equity.

To apply for the NTCIC MSSDF, contact Joseph Crugnale at Jcrugnale@ntcic.com with a brief description of the project including proposed rehabilitation costs.

Read more about the allocation here: http://bit.ly/2hlQW9y

National Trust Community Investment Corporation

Main Street Small Deal Fund

National Trust Community Investment Corporation (NTCIC), a subsidiary of the National Trust for Historic Preservation, offers low-cost tax credit financing to historic properties in Main Street communities. NTCIC's **Main Street Small Deal Fund (MSSDF)** provides up to $2 million tax credit financing per project with a combination of federal Historic (HTC) and New Markets Tax Credits (NMTCs).

To be eligible, projects must have the support of their local Main Street organization and possess all of the following six qualifications:

1 Location
Located in a Low-Income Community that has:
- Poverty rates greater than 30%; or
- Median incomes less than 60%; or
- Unemployment greater than or equal to 11.85%

2 Size
- Qualified Rehabilitation Expenditures must be between $3,775,000 and $7,400,000
- All other sources of financing have been committed

3 Readiness
- National Park Service (NPS) Part I is complete
- Part II should already be submitted to NPS, if not already approved
- All local approvals have been received and building permits have been issued
- Architectural drawings have been prepared and general contractor has been identified

4 Impact
Community impacts must include:
- Housing locally-owned and small community businesses
- Creating jobs accessible to low-skilled workers
- Support from the local community
- If there are residential units, at least 20% must be set aside at below market rents and must be leased to households earning 80% of Area Median Income or less

5 Tax Credits
- HTCs are enhanced with NMTCs resultings in an estimated price of $1.36 per HTC
- Fees are minimized and transaction costs are capped

6 Structure
The NTCIC MSSDF will invest in both the NMTCs and HTCs. A project cannot elect to take only HTC or NMTC equity.
- A leverage NMTC structure with an HTC master tenant structure will be utilized
- No other NMTCs can be utilized outside NTCIC's investment
- A third party will be required to bridge the majority of financing needed during construction

To apply for The NTCIC MSSDF, contact Joseph Crugnale at jcrugnale@ntcic.com with a brief description of your project including proposed rehabilitated uses

Visit us at www.ntcic.com   /ntcicfunds   /company/national-trust-community-investment-corporation

NTCIC is an equal opportunity provider

What do you need to write a grant? What can help you be successful?
Most important: Read and follow all of the directions!!!!

CHECKLIST FOR SUCCESS©

Collect the following documents and keep multiple hard and electronic copies available to ensure grant-readiness!

- 501 (c) (3) determination letter from the IRS (plus renewals and updates)
- Organizational materials (e.g., brochures, newsletters, articles, annual report)
- Employer Identification Number (EIN)/ tax ID #
- Data Universal Numbering System (DUNS) # and National Information Management System (NIMS) registration
- Evaluation, outcomes, performance measures, logic models
- Future funding statement for continued funding/sustainability (including list of pending proposals and/or awarded grants)
- History of organization including year established, staff data, programs, mission, vision, values/ philosophy, awards, stories/testimonials, accreditations/certifications
- Calendar of Events and Volunteer data
- List of Board of Trustees members & officers, titles, affiliations, contact info
- List of management staff and contact Information
- Map of target area and demographics of those served
- Minutes of Board meetings and resolutions for past year
- Most recent audit, and financial statement, state and federal filings
- Current Fund Development Plan that includes *targeted* grants and proposals
- Current Strategic Plan/ Business Plan
- Table of Organization/ Organizational flow-chart
- Current project and organizational budgets with budget narratives
- Recent newspaper clippings, evaluations or reviews
- Resumes and/or job descriptions of current and/or proposed staff
- Sample letters of support/commitment
- Target population, demographics & needs ("best-practice models" or "evidence-based programs")
- Mission and vision statements
- Certificate of Incorporation and Bylaws
- 990 FORM with required information re: governance and fundraising
- www.GRANTS.gov registration for all federal grants [System for Administrative Management (SAM) needs renewed annually]

EACH FUNDER'S APPLICATION GUIDELINES NOTE THE FORMAT AND CONTENT. REMEMBER THE GOLDEN RULE: *WHOEVER HAS THE GOLD MAKES THE RULES.*

PROJECT DEVELOPMENT WORKSHEET

1. What is your organization's mission or purpose?	
2. Identify the specific community need/issue/goal that your project intends to address.	*In our community, the current need/issue/goal is:*
3. What resources/inputs (i.e., resources dedicated to or consumed by the project) are needed to accomplish your project goals?	
4. What are the project activities/ objectives (i.e., what the project does with the inputs to fulfill its mission), and outputs (i.e., direct products of program activities)?	
5. What specific results/impacts/ outcomes does your project propose to address?	
6. What evaluation tools are proposed to show project success?	
7. List your partners/collaborators and their roles in the project.	
8. Estimated project budget/cost:	*$_____ (include budget items and narrative)*
9. Briefly (in one sentence) summarize your project. (i.e., What will you do? Where? With whom? When? Why?)	
10. What broad categories of community needs or opportunities does your project address?	_____ _____ _____ _____ _____ _____ _____ _____

Submitted By: **Email:**   **Phone:**   **Date:**

Grant Seeking Success: Logic Model

PROJECT GOAL:

INPUTS (i.e., Resources dedicated to or consumed by the program)	ACTIVITIES (i.e., What the program does with the inputs to fulfill its mission)	OUTPUTS (i.e., the direct products of program activities)	OUTCOMES (i.e., benefits for participants during & after program activities)